THE AMERICAN FEDERATION OF ARTS

National Headquarters
1262 New Hampshire Ave., N.W.
Washington 6, D. C.

PRESS RELEASE

Not to be released
before June 8, 2:30 p.m.

An exhibition entitled "THE SWISS POSTER" will open at the Natural History Building, Smithsonian Institution, on Friday, June 8th, at 2:30 p.m. Presented under the patronage of His Excellency Charles Bruggmann, Minister of Switzerland, and under the auspices of The American Federation of Arts, the exhibition has been arranged by Thomas M. Beggs, Director of the National Collection of Fine Arts.

A brief address by the Minister will mark the opening ceremony which will be attended by the Washington art world, members of the diplomatic corps and resident society. After the initial showing, the "SWISS POSTERS" will be seen in ten leading museums from coast to coast.

The exhibition is divided in five sections: Commercial Posters, Travel, Humanitarian Posters, Special Occasions, Exhibitions, Theaters, etc., and Political Posters. All have this in common: they are a considerable force in everyday Swiss life, so much so that the Swiss Ministry of the Interior decided in 1942 to promote the country's poster art by making recognition awards to the publishers, designers and printers of the "Best Posters of the Year."

More than one hundred of these prize-winning posters form the nucleus of the present exhibition which was financed by the national institution Pro Helvetia and organized by the Swiss Office for the Development of Trade in Zurich. Philipp Etter, Minister of the Interior, wrote an introduction to the handsome illustrated catalogue.

The exhibition, "THE SWISS POSTER," will remain on view through June 26th.